

## ABSTRACT

*sub*  
*all*

An acoustically activated marketing for displaying predefined information in response to predefined data being received. The device is obtained from a retailer and worn as a badge while at the cinema or while listening to the radio or TV. When a specific advert is broadcast the badge interprets part of the sound track and activates the display on the badge. The displayed information may be an advertisement or a message. The predefined data may be broadcast by a commercial broadcasting means, such as a television or radio.

09763360 080901